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T-TEST GROUPS=GENDER(1 2)
/MISSING=ANALYSIS
/VARIABLES=PARADIGM_SHIFT BREAKTHROUGH POTENTIAL RARE REPURPOSING SURPRIS
E ARTISTIC
    UPDATES_TRADITION COMBINATION FUNCTIONAL VARIETY EXPERIENTIAL HIGH_TECH
JOY SOCIAL_INTERACTION
    EASE_OF_USE WIDE_USE INTUITIVE OBSERVABLE SOCIAL_APPROVAL CREDIBLE FASH
IONABLE HARMONY MASS_MARKET
    NAME_BRAND FEASIBILITY
/CRITERIA=CI(.95).

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T-Test

Notes

Output Created		15-FEB-2020 15:34:34
Comments		
Input	Active Dataset	DataSet18
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	98
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on the cases with no missing or out-of-range data for any variable in the analysis.

Notes

Syntax		T-TEST GROUPS=GENDER(1 2) /MISSING=ANALYSIS /VARIABLES=PARADIGM _SHIFT BREAKTHROUGH POTENTIAL RARE REPURPOSING SURPRISE ARTISTIC _UPDATES_TRADITION COMBINATION FUNCTIONAL VARIETY EXPERIENTIAL HIGH_TECH JOY SOCIAL_INTERACTION _EASE_OF_USE WIDE_USE INTUITIVE OBSERVABLE SOCIAL_APPROVAL CREDIBLE FASHIONABLE HARMONY MASS_MARKET _NAME_BRAND FEASIBILITY...
Resources	Processor Time	00:00:00,06
	Elapsed Time	00:00:00,05

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
PARADIGM_SHIFT	Male	36	4,3009	,57985	,09664
	Female	60	3,9222	,70941	,09158
BREAKTHROUGH	Male	35	4,2381	,70164	,11860
	Female	60	4,1111	,61346	,07920
POTENTIAL	Male	34	3,9951	,64808	,11114
	Female	61	3,9481	,67119	,08594
RARE	Male	35	4,0571	,67633	,11432
	Female	62	3,7957	,82726	,10506
REPURPOSING	Male	35	4,3381	,62555	,10574
	Female	61	4,0929	,63137	,08084
SURPRISE	Male	36	4,1157	,63847	,10641
	Female	62	3,8226	,83244	,10572
ARTISTIC	Male	35	3,8619	,80184	,13554
	Female	60	3,7028	,75794	,09785
UPDATES_TRADITION	Male	36	4,0463	,68616	,11436
	Female	59	3,6949	,84992	,11065
COMBINATION	Male	34	4,2402	,64117	,10996
	Female	62	3,9462	,83294	,10578
FUNCTIONAL	Male	35	4,0238	,67172	,11354
	Female	59	3,7966	,85100	,11079
VARIETY	Male	34	4,0441	,67956	,11654
	Female	60	3,7889	,78586	,10145
EXPERIENTIAL	Male	35	3,6714	,74917	,12663
	Female	60	3,6611	,80252	,10360
HIGH_TECH	Male	35	4,1619	,70536	,11923
	Female	62	4,1129	,79375	,10081
JOY	Male	35	3,9190	,70638	,11940
	Female	62	3,6022	,89440	,11359
SOCIAL_INTERACTION	Male	35	3,9524	,73606	,12442
	Female	60	3,7417	,84396	,10895
EASE_OF_USE	Male	34	3,9020	,54451	,09338
	Female	60	3,9222	,78562	,10142
WIDE_USE	Male	35	3,8857	,77414	,13085
	Female	60	3,6528	,81954	,10580
INTUITIVE	Male	36	4,0000	,64856	,10809
	Female	61	3,8443	,68642	,08789
OBSERVABLE	Male	36	3,9259	,97382	,16230
	Female	55	3,9455	,85650	,11549

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
SOCIAL_APPROVAL	Male	33	4,0556	,69054	,12021
	Female	61	3,8962	,84829	,10861
CREDIBLE	Male	36	3,9259	,68827	,11471
	Female	62	3,8065	,81828	,10392
FASHIONABLE	Male	35	3,9571	,77158	,13042
	Female	60	3,7583	,76986	,09939
HARMONY	Male	36	3,9722	,68603	,11434
	Female	61	4,0109	,70440	,09019
MASS_MARKET	Male	34	3,7696	,97270	,16682
	Female	60	3,6417	,88555	,11432
NAME_BRAND	Male	34	3,9853	,92238	,15819
	Female	62	3,6532	1,04424	,13262
FEASIBILITY	Male	35	3,9476	,71831	,12142
	Female	61	3,8060	,73986	,09473

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of .
		F	Sig.	t
PARADIGM_SHIFT	Equal variances assumed	1,245	,267	2,705
	Equal variances not assumed			2,844
BREAKTHROUGH	Equal variances assumed	1,302	,257	,923
	Equal variances not assumed			,890
POTENTIAL	Equal variances assumed	,004	,949	,331
	Equal variances not assumed			,335
RARE	Equal variances assumed	1,716	,193	1,592
	Equal variances not assumed			1,684
REPURPOSING	Equal variances assumed	,000	,999	1,838
	Equal variances not assumed			1,842

Independent Samples Test

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
PARADIGM_SHIFT	Equal variances assumed	94	,008	,37870
	Equal variances not assumed	85,288	,006	,37870
BREAKTHROUGH	Equal variances assumed	93	,359	,12698
	Equal variances not assumed	63,776	,377	,12698
POTENTIAL	Equal variances assumed	93	,741	,04701
	Equal variances not assumed	70,411	,739	,04701
RARE	Equal variances assumed	95	,115	,26144
	Equal variances not assumed	82,774	,096	,26144
REPURPOSING	Equal variances assumed	94	,069	,24520
	Equal variances not assumed	71,516	,070	,24520

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
PARADIGM_SHIFT	Equal variances assumed	,14001	,10071	,65670
	Equal variances not assumed	,13314	,11399	,64342
BREAKTHROUGH	Equal variances assumed	,13763	-,14633	,40029
	Equal variances not assumed	,14261	-,15793	,41190
POTENTIAL	Equal variances assumed	,14191	-,23480	,32882
	Equal variances not assumed	,14049	-,23317	,32719
RARE	Equal variances assumed	,16420	-,06453	,58741
	Equal variances not assumed	,15526	-,04738	,57027
REPURPOSING	Equal variances assumed	,13344	-,01974	,51014
	Equal variances not assumed	,13310	-,02016	,51056

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of .
		F	Sig.	t
SURPRISE	Equal variances assumed	1,840	,178	1,823
	Equal variances not assumed			1,954
ARTISTIC	Equal variances assumed	,036	,849	,966
	Equal variances not assumed			,952
UPDATES_TRADITION	Equal variances assumed	1,133	,290	2,097
	Equal variances not assumed			2,208
COMBINATION	Equal variances assumed	,524	,471	1,786
	Equal variances not assumed			1,927
FUNCTIONAL	Equal variances assumed	1,822	,180	1,349
	Equal variances not assumed			1,432
VARIETY	Equal variances assumed	,721	,398	1,586
	Equal variances not assumed			1,652
EXPERIENTIAL	Equal variances assumed	,279	,598	,062
	Equal variances not assumed			,063
HIGH_TECH	Equal variances assumed	,065	,799	,304
	Equal variances not assumed			,314
JOY	Equal variances assumed	1,813	,181	1,802
	Equal variances not assumed			1,923
SOCIAL_INTERACTION	Equal variances assumed	1,199	,276	1,229
	Equal variances not assumed			1,274

Independent Samples Test

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
SURPRISE	Equal variances assumed	96	,071	,29316
	Equal variances not assumed	88,641	,054	,29316
ARTISTIC	Equal variances assumed	93	,336	,15913
	Equal variances not assumed	68,029	,345	,15913
UPDATES_TRADITION	Equal variances assumed	93	,039	,35138
	Equal variances not assumed	85,820	,030	,35138
COMBINATION	Equal variances assumed	94	,077	,29396
	Equal variances not assumed	83,607	,057	,29396
FUNCTIONAL	Equal variances assumed	92	,181	,22720
	Equal variances not assumed	84,606	,156	,22720
VARIETY	Equal variances assumed	92	,116	,25523
	Equal variances not assumed	77,177	,103	,25523
EXPERIENTIAL	Equal variances assumed	93	,951	,01032
	Equal variances not assumed	75,307	,950	,01032
HIGH_TECH	Equal variances assumed	95	,762	,04900
	Equal variances not assumed	77,820	,754	,04900
JOY	Equal variances assumed	95	,075	,31690
	Equal variances not assumed	84,715	,058	,31690
SOCIAL_INTERACTION	Equal variances assumed	93	,222	,21071
	Equal variances not assumed	79,276	,206	,21071

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
SURPRISE	Equal variances assumed	,16081	-,02604	,61236
	Equal variances not assumed	,15000	-,00491	,59123
ARTISTIC	Equal variances assumed	,16468	-,16790	,48616
	Equal variances not assumed	,16717	-,17445	,49270
UPDATES_TRADITION	Equal variances assumed	,16756	,01865	,68411
	Equal variances not assumed	,15913	,03504	,66773
COMBINATION	Equal variances assumed	,16455	-,03275	,62067
	Equal variances not assumed	,15258	-,00949	,59741
FUNCTIONAL	Equal variances assumed	,16844	-,10735	,56175
	Equal variances not assumed	,15864	-,08824	,54264
VARIETY	Equal variances assumed	,16088	-,06429	,57475
	Equal variances not assumed	,15452	-,05244	,56290
EXPERIENTIAL	Equal variances assumed	,16663	-,32058	,34121
	Equal variances not assumed	,16361	-,31560	,33623
HIGH_TECH	Equal variances assumed	,16138	-,27137	,36938
	Equal variances not assumed	,15613	-,26184	,35985
JOY	Equal variances assumed	,17591	-,03232	,66612
	Equal variances not assumed	,16480	-,01078	,64458
SOCIAL_INTERACTION	Equal variances assumed	,17147	-,12979	,55122
	Equal variances not assumed	,16538	-,11845	,53988

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of .
		F	Sig.	t
EASE_OF_USE	Equal variances assumed	4,659	,033	-,133
	Equal variances not assumed			-,147
WIDE_USE	Equal variances assumed	,389	,534	1,363
	Equal variances not assumed			1,384
INTUITIVE	Equal variances assumed	,299	,586	1,102
	Equal variances not assumed			1,118
OBSERVABLE	Equal variances assumed	,137	,712	-,101
	Equal variances not assumed			-,098
SOCIAL_APPROVAL	Equal variances assumed	1,359	,247	,925
	Equal variances not assumed			,984
CREDIBLE	Equal variances assumed	1,917	,169	,737
	Equal variances not assumed			,772
FASHIONABLE	Equal variances assumed	,071	,791	1,213
	Equal variances not assumed			1,212
HARMONY	Equal variances assumed	,005	,944	-,264
	Equal variances not assumed			-,266
MASS_MARKET	Equal variances assumed	,014	,905	,649
	Equal variances not assumed			,633
NAME_BRAND	Equal variances assumed	1,922	,169	1,551
	Equal variances not assumed			1,609

Independent Samples Test

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
EASE_OF_USE	Equal variances assumed	92	,894	-,02026
	Equal variances not assumed	88,160	,883	-,02026
WIDE_USE	Equal variances assumed	93	,176	,23294
	Equal variances not assumed	74,611	,170	,23294
INTUITIVE	Equal variances assumed	95	,273	,15574
	Equal variances not assumed	76,953	,267	,15574
OBSERVABLE	Equal variances assumed	89	,920	-,01953
	Equal variances not assumed	68,100	,922	-,01953
SOCIAL_APPROVAL	Equal variances assumed	92	,357	,15938
	Equal variances not assumed	77,889	,328	,15938
CREDIBLE	Equal variances assumed	96	,463	,11947
	Equal variances not assumed	83,683	,442	,11947
FASHIONABLE	Equal variances assumed	93	,228	,19881
	Equal variances not assumed	71,132	,229	,19881
HARMONY	Equal variances assumed	95	,792	-,03871
	Equal variances not assumed	75,135	,791	-,03871
MASS_MARKET	Equal variances assumed	92	,518	,12794
	Equal variances not assumed	63,449	,529	,12794
NAME_BRAND	Equal variances assumed	94	,124	,33207
	Equal variances not assumed	75,511	,112	,33207

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
EASE_OF_USE	Equal variances assumed	,15211	-,32237	,28185
	Equal variances not assumed	,13787	-,29423	,25371
WIDE_USE	Equal variances assumed	,17084	-,10633	,57220
	Equal variances not assumed	,16828	-,10232	,56819
INTUITIVE	Equal variances assumed	,14139	-,12495	,43642
	Equal variances not assumed	,13931	-,12168	,43315
OBSERVABLE	Equal variances assumed	,19390	-,40480	,36574
	Equal variances not assumed	,19920	-,41701	,37796
SOCIAL_APPROVAL	Equal variances assumed	,17222	-,18266	,50143
	Equal variances not assumed	,16201	-,16316	,48192
CREDIBLE	Equal variances assumed	,16206	-,20221	,44116
	Equal variances not assumed	,15479	-,18835	,42730
FASHIONABLE	Equal variances assumed	,16388	-,12662	,52424
	Equal variances not assumed	,16397	-,12813	,52575
HARMONY	Equal variances assumed	,14663	-,32981	,25240
	Equal variances not assumed	,14563	-,32880	,25139
MASS_MARKET	Equal variances assumed	,19701	-,26333	,51921
	Equal variances not assumed	,20223	-,27613	,53202
NAME_BRAND	Equal variances assumed	,21407	-,09298	,75712
	Equal variances not assumed	,20642	-,07910	,74324

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of .
		F	Sig.	t
FEASIBILITY	Equal variances assumed	,143	,706	,912
	Equal variances not assumed			,920

Independent Samples Test

		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
FEASIBILITY	Equal variances assumed	94	,364	,14161
	Equal variances not assumed	72,721	,361	,14161

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
FEASIBILITY	Equal variances assumed	,15525	-,16664	,44986
	Equal variances not assumed	,15400	-,16533	,44855